



**ZIMBABWE EZEKIEL GUTI UNIVERSITY**

**FACULTY OF LAW, BUSINESS INTELLIGENCE AND  
ECONOMICS**

**DEPARTMENT OF ECONOMICS, MARKETING, AND ENTREPRENEURSHIP**

**EXAMINATION PAPER**

**MODULE CODE** : CPS 212  
**MODULE TITLE** : E-BUSINESS  
**SPECIAL REQUIREMENTS** : NO SPECIAL REQUIREMENTS  
**DURATION** : 3 Hours  
**LEVEL** : 2.1  
**DATE** : 11 FEB 2025

**INSTRUCTIONS TO CANDIDATES:**

1. No cell phones are allowed in the examination venue.
2. Answer any **FOUR (4)** questions.
3. Begin each question on a new page.
4. The number of marks for each question or part question is shown in brackets [ ]

### Question 1

There is a trend towards the use of e procurement systems in e-business. As the e-business manager of a shipping company, advise the director on how e-procurement value chain elements can improve operations at the company. (25Marks)

### Question 2

Discuss any **five (5)** 'common attacks on online customers' and the mitigations.

(25 Marks)

### Question 3

Give examples of each of the following cross-functional e- business systems and describe how they can provide significant business value to a company and its customers and business partners.

- a) Enterprise resource planning (5 Marks)
- b) Customer relationship management (5 Marks)
- c) Enterprise application integration (5Marks)
- d) Supply chain management (5 marks)
- e) Groupware (5 Marks)

(25Marks)

### Question 4

Giving examples, compare and contrast marketing strategies used in mass marketing:

- a) Direct marketing,
- b) Micromarketing
- c) One-to-one marketing (25 Marks)

### Question 5

"Differences in cultures throughout the world have resulted in different expectations about privacy and social values in electronic commerce." Comment on this statement. (25 Marks)

PM